RSAC 2025 Conference

Many Voices.
One Community.

SESSION ID: MASH-M06

Mentoring the Next Cyber Defenders in the Age of Cyberwarfare

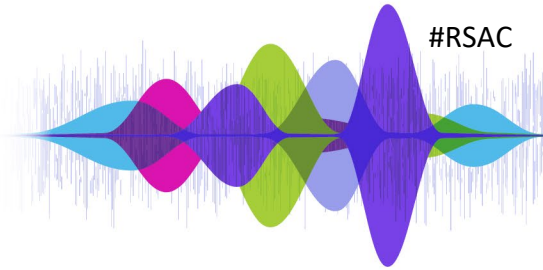
Rich Baich

Chief Information Security Officer
AT&T
https://www.linkedin.com/in/richbaich/

Ashley Baich

Director of Product Marketing
SimSpace
https://www.linkedin.com/in/ashleybaich/

Disclaimer



Presentations are intended for educational purposes only and do not replace independent professional judgment. Statements of fact and opinions expressed are those of the presenters individually and, unless expressly stated to the contrary, are not the opinion or position of RSA Conference LLC or any other co-sponsors. RSA Conference LLC does not endorse or approve, and assumes no responsibility for, the content, accuracy or completeness of the information presented.

Attendees should note that sessions may be audio- or video-recorded and may be published in various media, including print, audio and video formats without further notice. The presentation template and any media capture are subject to copyright protection.

© 2025 RSA Conference LLC or its affiliates. The RSAC and RSAC CONFERENCE logos and other trademarks are proprietary. All rights reserved.

Rich & Ashley Baich

Nurturing the next generation of cyber defenders

Rich Baich
CISO, AT&T

Ashley Baich
Director Product Marketing, SimSpace

Scooby-Doo and
the Cyber Chase

Courage

A Guide For Security Executives
By Rich Baich
WINNING AS A CISO

Opportunity

Creating Opportunities for the Next Generation

Internships & Apprenticeships

Hands-on experience with real projects, not just busy work.

Entry-Level Roles That Value Potential

Focus on skills, passion, and problem-solving, not just years of experience.

Rotational Programs

Exposure to different cybersecurity domains (SOC, Threat Intel, Risk, etc.).

Participation in Real Security Work

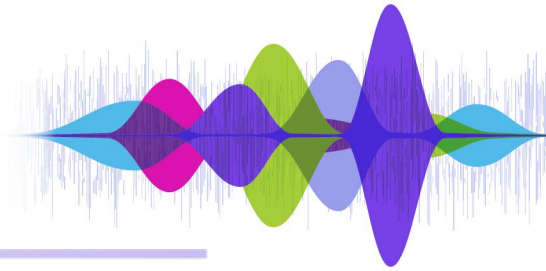
Invite them to sit in on incident response meetings and strategy discussions.

Speaking & Presentation Opportunities

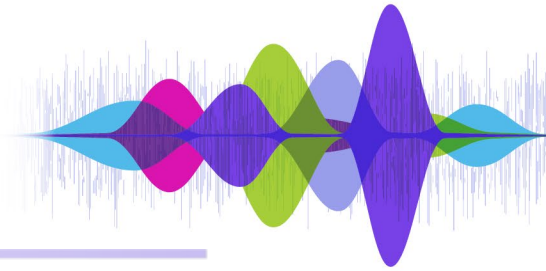
Encourage them to present in team meetings or industry events.

Training & Certifications

Fund courses, cyber ranges, and hands-on learning experiences.



Time & Interest



Mentorship

The 3-2-1 Mentorship Meeting Format

3 START WITH 3 WINS

- Ask: What are 3 things going well since we last talked?
- Reinforces confidence and highlights progress.

---

2 DISCUSS 2 CHALLENGES & GROWTH AREAS

- Ask: What are 2 challenges or areas you want to improve?
- Help them problem-solve, offer guidance, or share relevant experiences.

---

1 SET A FOCUS OR GOAL

- Ask: What's 1 thing you want to focus on before our next meeting?
- Keep it small and actionable (e.g., networking with someone new, tackling a skill gap, preparing for an opportunity).

Reverse Mentorship Moment

Mentorship is a two-way street—ask if there's something you can learn from them!

Nurturing the Next Generation of Defenders

1

Courage

2

Opportunity

3

Time & Interest

4

Mentorship

5

Shut up and do it.

Building Diverse, Resilient Teams

Cybersecurity isn’t a solo sport.

Cybersecurity isn’t a solo sport. The threats we face are constantly evolving, and our teams need to evolve just as fast. That means bringing together different perspectives, different experiences, and different ways of thinking to strengthen our defenses.

The 4C Model for Effective Team Communication

Clear

Say what you mean. Be direct, avoid jargon, and ensure your message is easily understood.

Concise

Get to the point. Communicate efficiently and respect your team's time.

Constructive

Focus on solutions, not problems. Feedback should build up, not break down.

Collaborative

Communication is a two-way street. Listen, engage, and value diverse perspectives.

Mission, Values, Goals

Mission Statement
Clear, concise, memorable and inspiring focusing on your organization's core purpose and guiding actions.

Values (TEAM)			
Truth	Enablement	Accountability	Mastery

Goals		
Do the Basics Well	Develop World Class Talent	Defend and Empower AI

“You can design and create and build the most wonderful place in the world. But it takes people to make the dream a reality.”

Walt Disney

“THE DAY YOU NO LONGER BELIEVE YOU HAVE SOMETHING TO PROVE, THE DAY YOU NO LONGER BELIEVE YOU MUST GIVE IT YOUR ALL, THE DAY YOU THINK YOU ARE ENTITLED TO SPECIAL TREATMENT, THE DAY YOU THINK ALL YOUR HARD DAYS ARE BEHIND YOU, IS THE DAY YOU ARE NO LONGER THE RIGHT LEADER FOR THE JOB.”

Admiral Bill McRaven

GENERAL GEORGE PATTON

“Never tell people how to do things. Tell them what to do, and they will surprise you with their ingenuity.”

Ashley Baich

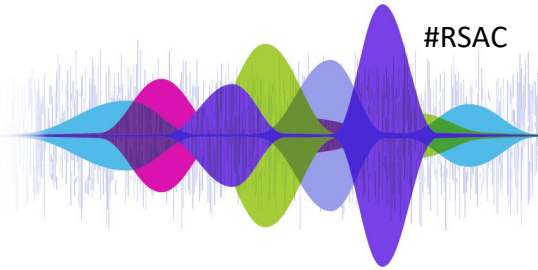
“I never want to work in cyber - all you do is talk on the phone and send emails.”

The Man Who Thinks He Can

WALTER D. WINTLE

If you think you are beaten, you are
If you think you dare not, you don't,
If you like to win, but you think you can't
It is almost certain you won't.
If you think you'll lose, you're lost
For out of the world we find,
Success begins with a fellow's will
It's all in the state of mind.
If you think you are outclassed, you are
You've got to think high to rise,
You've got to be sure of yourself before
You can ever win a prize.
Life's battles don't always go
To the stronger or faster man,
But soon or late the man who wins
Is the man who thinks he can.

Apply What You Have Learned Today



- **Next week you should:**
  - Dedicate 1 hour to develop a **mentorship** strategy
- **In the first three months following this presentation you should:**
  - Develop a clear **personal and team** values
  - Practice the The **4C Model** for Effective Team Communication
  - Develop your own **cyber warrior truths**
- **Within six months you should:**
  - Communicate **mission, values, goals** with your team
  - Live by your **cyber warrior truths**

RSAC™ 2025 Conference

Many Voices.
One Community.